xXV ．．．．No． 43,311


Contenders fnr the Democratic nomination for Senator James $L$ ．Buckley＇s
seat as they gathered fur a televised debate in the city yesterday．From． Burma，in Shift，Requests SEMATE HOPEFULS Jobless Aid Goes to Many World Bank＇s Assistance

## 

RANGOON，Burma，Aug． 17 －tlons－is a first departure from
The foiling of a militaty plot rigid neutrality that over the
against President Ne against President me military wot Wingid neutrality that over the bomb－throwing incldents in this ing most aid for fear of tarnish－
capital and the arrest of a ing Burma s．s．stance of rigid
group of alleged Comen caphal and the arrest of a ing Burma＇s
group of alleged Coramumist op－nonalignment．
onents are ．recent outwart signs of mounting pressures on of the Chief of State，his second the former general＇s 1＋year－in command，Gen．San Yu，and


 fort to－find a way＂out of the｜leaders．
country＇s economic quagmire The 14
 cousornium under World Bank｜personality＂cult and conspira
auspice．
Whatever their relative to seek power and＂wreck Whatever their relative im－the Socillist economic system．
portance．these event
pure portance，erese events are in the soft Burmese way，which
judged bere as unparalleeled in prefers allusion to statement
Buma＇s history under Presi－the＂personality culte charg is Buma＇s histor
dent Ne Win army，the maissidence in the to the ouster lasto March of the
officially known of ass．the Bur－most popular man in the Bur－ ofncialy known as．the Bur－mese leadership．
mese Way to Socialism，cracks He was Gen．Tin $\mathrm{O}_{0}$（no rela a remarkably durable appear－tion to the intelligence chief）
ance of mivitiry unity．The re
quest
quist for major was removed as Drom onic quest for
 e and an uneasy f their enfeebled ieadi－

uirman Mao Tsetung． Hooan Province：city： than a million poppu－cit： ave reportally begina | drive to capture the | temperature brusbed a degree |
| :--- | :--- | :--- | of the branch there

Peopple＇s Bank of China． bbers have been offi－：
identified only as the 1
$\therefore$ a count
$\square$
$\square$吅荈言象



He Will Press Candidacy on the Road While Presiden Stays in White House
strategy talks today
G．O．P．Will Concentrate on Major Industrial States and Vital Farm Areas
by James m．naughton
VAll，Colo．Au．2n－Presi－
dent Ford will reperedy at－ empt to retain the white Hous
sy spending most oi his tim in Washingonon as the nation edge of government in deba1？
sith Jimmy Carter and $\mathfrak{y}$ fo using the Repubilican Presiden
tampaign on the major in ＂In the final analysis．＂a
senlor official of the Ford cont senior official of the Ford can－
paign
test between the topay the con－ his Democratic challenger＂will rust Ford or Carter more to ington for the next four years．＇
Mr．Ford，recuperating from Mr．Ford，recuperating from
an exhausting week in which
he and his vice－Presidential
Five Democratic Candidate

| By ROBERT LINDSEY Spocis to The sea Yavt Times |  | Mr．Ford，recuperating from an exhausting week in which |
| :---: | :---: | :---: |
| Sowell ta The Per Yuxt Thes | －compensation checks whil |  |
| here is a construction worker | or avoiding employment appea | running mate，Senator Robern |
| here who drew S104 a week | to have becon | ．Dole of Kansas，were nori－ |
| state unemployment benefits | for many Ame | ated by the Republican Na － |
| while building his own home－ | two years，a period when sta | jonal Conventon，attended an |
| and regularly turning down | and Federal progr |  |
| In New Orleans，a lavy firm | bave caused an explos |  |
| reenenty offered，a secrecaria | growrh in unemployme |  |
| s job to a woman referred to it | it ments．Last year，such ben | Strategy is Outlined |
|  |  | Aides who began assemhling |
| ed to an interviewer | ficlals interviewed |  |
| really did not want the fob | states in the last two we | art here |
| 硡 | say they believe the vast |  |
| pplying so she could contin． | jority of the more chan five | d |
| reciv |  |  |
| oyment check． | ere |  |
| And in New Yors City，the | But they acknowledge |  |
| a \＄35，000－a－ye | ther | GA＂less is more＂formas， |
| tising man arranged |  | $\mathrm{g}_{\mathrm{A}}$ less is more format， |
|  |  |  |
| Own office eliminat | －help people between |  |
|  | The problems，they say，have | campaign on the road．Mr．F |
| nearly a year－for aoing noth－ | arisen largely because the aid programs have expanded so | will concentrate instead |
|  |  | hig |
| unemploy | Continued on Page 40，Column 1 | including frequent |
|  |  | sages to the opposition in Con－ |
| rer tl | Caltornia | special session－meant to stress |
|  |  | ence in the Exe |
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|  |  | egy，with the lin |
|  |  | ess targeted |
|  |  |  |
|  | Simply see two men talking | nia and east to New Jer |
| themes of the coming campaign | about the future of the country／ | New York，Texes and the D |
|  | and that it would not | Sour |
| be closely contested in the | that one of them was already |  |
| November Presidential election． |  |  |
| The campaign swing，the | ＂Once you sit down eyeball | 9An attempt to re－create the |
| longest that Mr．Carter | to eyeball，all the pomp and | tone and style of the President＇s |
| taken since winning the Demo | circunstance of office which a | acceptance speecin to the ro－ |
| tic nomination last month．F | Ford used so affectively agai | publican convention，which M |
| includes a fund－raising dinner | Ronald Reagan won＇t mean | ord＇s ajdes regaried as bis |
| well as speeches in Los An－ | Mr．Powell |  |
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| Iso |  |  |
| es． |  |  |
|  |  |  |
| esponsible for tele－the | those millions of people out | give relatively fev：campaig |
|  | Continued on Page 16，Column 1 | Continued on Page 16．Colnmn |

Doubling Transit Use in Cities Found Unlikely to Lessen Autos

## $\left\lvert\, \begin{aligned} & \text { congressman } \\ & \text { The Presid } \\ & \text { agreed last }\end{aligned}\right.$ <br> $\left.\begin{gathered}\text { The President and Mr．Carter } \\ \text { agreed last veek to debate } \\ \text { campaign issues on television }\end{gathered} \right\rvert\,$ By GLENN FOWLER

If the number of transit｜
riders in the nation＇s cities were
burgh，Dallas，Houston，Allanta Mr．Jagoda＇s assessment of doubled，the use of automobiles and possibly Baltimore－would
Mr．Cartera debating abilify din urban areas would be re－find full－scale rapid transit sys． touched off a friendly debate in urban areas would be re－find full－scale rapid transit tys
inside the Carter campaign it－
duced only marginalls，the Re－tems cost－effective．Allanta is
 Carter cannot really be considid
ered a favorite noted that thes， 1600 stactury of the effective－ ered a favorite noted that the
Presesident would have the bene－
coss，of of mocticaity and res of public trans－
portation． on existing transit systems．

 ence in the Presidency．
But Jody Powell，Mr．Carter＇s

## NEWS NDEX



## Tax Protest a Gauge of West Bank's Deeper Tension



UNPRECEDENTED!
Ready to wear Sale
$50 \%$ to 75\% of Original Prices

Come In For A Fantastic Selection Of Ready-to-Wear From 2 Great Designers.



Blacks in.South Africa Urged to Strike

Iilitary Strongman Leaves Thailand







 Z Government Is Grappling







## Hee ond




## 

 acar dela Renta for CMartha
The ultra-feminine is his

The ultra-feminine is his forte. A gown born to romance in. Long, slinky,
strapless in rayon velvet, daringly slit in tront. For cover-up: a silken poncho. Here comes your fashion future. The gown \$280, the
poncho $\$ 140$. poncho $\$ 140$.

TMartfaa
Wo henor ine Amencican Enpress Cz



 yaars old，is expected soon．
This sensa of waiting is $\begin{aligned} & \text { is which has hap happened often } \\ & \text { during this diy summer－o }\end{aligned}$ This sensa of waiting is during this dry summer－or
tangible，some travelers say．$a$ shorage of raw materials， tangible，some travelers say．
A Chinese woman wo had visited her girlthood home in the workers just went homee
northern northern China was told by
orreative You people on
tha utiside doñt know what
in tha outside don＇t know what
is going oo Wa don＇t knowt
eithor：But something bio ts
E is ging
either：$B$
giong to
wiiting． Perhaps it is this hesitancy，
fiven the precarious state of
tha

 questions．（Beyond politics
the leadership has，of course，
undertaren
life eftor in impressive re－ underataken an impressiven
lide effort in the
recent earthquakes．）
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Whiloughty＇s Exdusive Offer！ SEISATIONAL

 SAXQA Mimolta 34 See also the Danish ESKOFOT Vertical Copy System． COPY MACHINE CENTER
an： 116 W． 32 nd ST，N．Y．C ar 116 W．32nd ST，N．Y．
$212 / 564-1600$ LONG ISLAND 516／293－6353


## $n \in t t l e$ 解 $\mathrm{CR} \in \in \mathrm{K}$



EVERYTHING IN OUR STORE 20\％OFF BEDSPREADS．．．PILLOWS
FURNITURE．．．ACCESSORIES
 To get acquainted．Sale applies
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soniome thappy

ETTLE CREEK SHOP
COLSPRIMG HARBOR－129 ha



ONE DAY ONLY



## clossic

 but with a 1976 differenče．Leather oxford in rust and moccasin in navy on Get There® soles which seem to run by themselves．Oxford，sizes 10 to $3,25.00 ; 4$ ta＇9， 28.00 The two－tone oxfordry a combination of suede ond leather in wine．Sizes $121 / 2$ to $3,24.00 ; 4$ to $9,28.00$ Moccasin， $121 / 2$ to $3,25.00 ; 4$ to $9,28.00$ Mèt Famolaria， the clown，in Lord \＆Taylor，Wesichester，August 24，noon ＇til 4．Famolare callection on the Seventh Floair，Lord \＆Toylor， Fifth Avenue．And of Lard \＆Taylar，Manhasset，Westchester， Garden City，Millburn，Ridgewood－Paramus，Stamford
let's stay home and wrap with diane von furstenberg
Wrapping comes naturally ta Diane. You've wom her eosy body-conscious wraps everywhere. Now you con wear them at home. Here, In a soshed wrop tunic over soft pajamas that's a super smash in her frosty white florol on indigo blue or brownstane. Klopmon's performance tested Whirlowaye a knit of $65 \%$ Dacron ${ }^{\oplus}$ polyester and $35 \%$ combed cotton. P.S.M. 40.00. This, from a new callectian that alsoincludes gracious wrop rabes and soft evening tees Diane van Furstenberg forR.E.7...Home was never like this! Designer Sleepwear, Lingerie Level, New York and all fashian bronches.




Burma, in Shift, Asks the World Bank
To Give Major Economic Assistance :as explaining the action, President General Ne Win seized power Agginst this background of
Ne Win suggested suspicion of in 1962 and who are said to disquiet, a World Bank study Ne Win surgested suspicion of in 1962 and who are said to disquiet, a Worid Bank study
bribery. Reliable sources report have, been marked by the mission arrived this week for
















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 The consoiracy is helieved to U Under this siew, it is the Chi-mate it more acceptahle to the
have heen berayed' when one nese party that supporis its Government reported a a yarly
of the captains approached his




## Hammacher Schlemmer

Introdacing Record a Call
AT LASTI A BREAKTHROUGHI
FOR INSTANT PLUG-JN WITH AT\&T APPROVED INTERNAL APCM
AND NO MONTHLY SERVICE CHARGE

For more informationan, wite or phone our
Technoicen Information Departmeate



It's official. Record a Call is tha first the world with pocket sized Remote Key $\begin{array}{lll}\text { approved internal APCM no. } 261 \text { AAD. } & \text { Vox permits the caller to speak for as } \\ \text { This means you may plug into your ex- } & \text { long as they wish without tima limits, }\end{array}$




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Tiny whiie dats scattered on black or red. Very snoppy and easy-gaing in textured polyester knit. With natty white sailor collor, 56.00
Or shirt callor and pockets, 50.00 By Poul of California, sizes 12 to 20. Third Floor, Lord \& Toylor-WI 7.3300. Fiflh Avenue, Monhosset, Wesichester, Millburn, Ridgewoad-Paramus and Siomford.


Put your money on a sure thing . . . like this civilized little city sandal from Florshefim. Glossy, supple kidskin. shapely stacked heel. And in a paintbox full of colors; camel, chocolate, mahogany, navy or gray. \$33

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There is an additional charge for sizes $101 / \AA$ over
Fitu hre at


 Fhane aparies ( 1212$) 7594885$

ment's Plan to Reduce the Cost of Drugs It Buys for Medical Programs Is to Begin This Week










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 WQ $4=\operatorname{tax}$ Pantix



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${ }^{7}$ Your stateroom's booked on the QE2.
Your first stop? A S'fari to Blassport.


A trip around the world? Well,: even if your only new horizons. are seen from that new office with a window, there's a way to make transition. Effortlessly. Bill Blass' pulls the pieces together so you can pull off the look you love. Luxe is another word for his trenchant UltraSuede ${ }^{\ominus}$ coat. In warm mink, 458.00 Match it up as we show it. here with Bill's gabardine trouser skirt, 78.00. Pale mink polyester crepe de chine shirt, 44.00 . Standing on their own butperfectly able to join up with the rest, the trimly tailored rousers in burgundy, 96.00. Everything for Blassport in
4 to 12. S'fari, Fourth Floor Fifth Avenue at 56th Street, New York


Cancer Institute Proposes
Limits on Breast X-Rays
 WASHINGON. Aug 22 (UPIV)










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|  | New FrenchCut |
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| During the last two years, |  |
| have been four homicides "with |  |
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| tro groups bad infiltrated exileorganizations and that therewere plans to assasainate Latin-American diplomats and for- |  |
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## Invitation for Tenders

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apiolic concrexteralealy 7.0 milimetres of ol-lane
 oetween YAR and PDRY passing
2. PDRTY SECTION:
concrete read 7.0 metes wice sitit 2.0 metes wide shoulciors on ioth sidese exiending from A.den to NAwbat Dukeim mand approximately 6.4 kiliometrres ot improvement
 Oualified international contrectors are invited to bid for the construction of either or both of
 ections tion

PDRY, for PDRX section.





PUELE BYAPORATION


Wantlowfarand good taste, too? Here's Pall Mall's made extra mild by the Air-Stream Filter Pall Mall Exira Mild is Lower in tar

Detrared
butnot
de-lasted. Only 7 mg . H GI famous tobacco taste

De-tarred to only 7 mg . lower in tar than $97 \%$ of all cigarettes sold today. than all the Lights

|  | $\begin{gathered} 1 \mathrm{iff} \\ \mathrm{mg} \mathrm{icig} \end{gathered}$ | nicorine $\mathrm{mm} / \mathrm{clg}$ |
| :---: | :---: | :---: |
| R.....h Extra Mild | 14 | 0.9 |
| V..... y Exıra Mild | 14 | 0.9 |
| W.....nLights | 13 | 0.9 |
| M......0Lights | 13 | 0.8 |
| K..IMilds | 13 | 0.8 |
| S...mLights | 12 | 0.9 |
| V.....e | 11 | 0.7 |
| M...t | 9 | 0.7 |
| K..t Golden Lights | 8 | 0.7 |
| PAIL MALL Extra Mild | 7 | 0.6 |



## PALL MALL EXTRA MILD Lower in tar ihan all the Lights

[^0]
## $\underset{\text { E.P.A.Sets a } 78 \text { Deadine- }}{\text { UARD } 10 \mathrm{BL} G 11}$ Light Trucks Also Affected <br> WASHINGTON, Aug. 22 (AP) -Fuel evaporation from auto Di. mobles and light trucks is to <br> <br> FOR BACK TO <br> <br> FOR BACK TO SCHOOL SAVINGS SCHOOL SAVINGS BUYTHIE BUYTHIE EARTH SHOE NOW, EARTH SHOE NOW, AND YOU WONTT AND YOU WONTT HAVE TO FOOT THE HAVE TO FOOT THE WHOLE BLL. WHOLE BLL. Final Week of Sale

 Final Week of Sale} 2anar


## 

The Earth shoe is available only at the lollowing locations in the Mew York area: Hew York. MY. 117 Eart 7 It Street/ 793 Lexington Ave. (at 62nd)


Cambridge. Hass.: 14 Stary St./ Burlington Mall. Mass. Amherst. Mzss.: 264 Mo. Pleasant St.


## Our Entire Golf and Tennis Stock Reduced <br> Wilson! Spalding! Headit :ancroft! Slazenger!

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| destination | LV. NEW YORK | ARRIVE | REMARKS |
| :---: | :---: | :---: | :---: |
| Daytona Beach | 8:40amL | 10:56 am | NONSTOP |
| Daytona Beach | 6:25 pmK | 9:28 pm | One-stop |
| Ft.Lauderdale | 7:20 amN | 10:51 am | One-stop |
| Ft.Lauderdale | 9:30 amN | $12: 06 \mathrm{pm}$ | NONSTOP |
| Ft.Lauderdale | 10:30amL | $1: 10 \mathrm{pm}$ | NONSTOP |
| Ft.Lauderdale | 11:30 amK | 2:03 pm | NONSTOP |
| Ft.Lauderdale | $12: 30 \mathrm{pmL}$ | 3:09pm | NONSTOP |
| Ft.Lauderdale | 12:30 pm | 3:06pm | NONSTOP |
| Ft.Lauderdale | 4:30 pmK | 7:11 pm | NONSTOP |
| Ft.Lauderdale, | 5:35 pmL | $8: 11 \mathrm{pm}$ | NONSTOP ${ }^{1}$ |
| Ft.Lauderdale: | 6:30 pmN | $9: 16 \mathrm{pm}$ | NONSTOP |
| Ft.Lauderdale | 9:05 pmL | 11:35pm | NONSTOP ${ }^{\circ}$ |
| Ft.Lauderdale, | 9:05pmN | $11: 33 \mathrm{pm}$ | NONSTOP® |
| Jacksonville, | 10:55 amL | 1:04 pm | NONSTOP |
| Jacksonville, | $1: 05 \mathrm{pmN}$ | 5:00 pm | One-stop |
| Jacksonville' | 6:25 pmK | 8:34 pm | NONSTOP |
| Miami! | 9:00amk | 11:40 am | NONSTOP |
| Miami | 9:00 amN | 11:43 am | NONSTOP |
| Miami | 10:00 amL | 12:40 pm | NONSTOP $\dagger$ |
| Miami | 11:00 amk | 1:40 pm | NONSTOP |
| Miami | 12 noon ${ }^{1}$ | 2:41 pm | NONSTOP |
| Miami | $12: 10 \mathrm{pmN}$. | 2:50 pm | NONSTOP |
| Miami | 2:00 pmL ${ }^{2}$ | $4: 46 \mathrm{pm}$ | NONSTOP. |
| Miami | 2:21 $\mathrm{pmN}_{1}$ | $5: 58 \mathrm{pm}$ | One-stop |
| Miami | 3:00 pmK | $5: 39 \mathrm{pm}$ | NONSTOP; |
| Miami | 4:55pmN, | $8: 24 \mathrm{pm}^{\prime}$ | One-stop |
| Miami | 5:00 pmK | 7:45pm | NONSTOP $\dagger$ |
| Miami | 6:00 pmL | 8:44 pm ${ }^{\text {' }}$ | NONSTOP |
| Miami | 6:59 pmN | 9:36 pm | NONSTOP |
| Miami | 9:10 pmK | 11:44 pm | NONSTOP ${ }_{i}$ |
| Miami | 9:10 pmL | -11:43 pm | NONSTOP $\dagger$ |
| Miami | 9:10 pmN | 11:43 pm | NONSTOP* |
| Orlandol | 8:05 amN | 10:30 am | INONSTOP: |
| Orlando, | 9:00amL | 11:27 am | NONSTOP |
| Orlando | '10:45am K | $1: 10 \mathrm{pm}$ | NONSTOP ${ }^{\text {¢ }}$ |
| Orlando | 2:21 pmN | '4:45pm | NONSTOP |
| Orlando | 5:10 pmN | 9:22 pm | One-stopt |
| Orlando | 6:49 pmK | 9:24 pm | NONSTOP. |
| Orlando | 9:55pmN | 2:08am | Two-stop |
| Orlando | 10:45 pmL | 1:10 am | NONSTOP ${ }^{\circ}$ |
| Sarasota/Bradenton | 10:35 am | $3: 12 \mathrm{pm}$ | One-stop |
| Sarasota/Bradenton | 10:55amL | -2:12 pm | One-stop |
| Tampa/St. Petersburg' | 8:35amK | $11: 17 \mathrm{am}$ | NONSTOP |
| Tampa/St. Petersburg | 11:40amN: | $2: 11$ pm' | NONSTOP |
| Tampa/St. Petersburg | $2: 18 \mathrm{pmL}$ | $4: 46 \mathrm{pm}$ | NONSTOP |
| Tampa/St. Petersburg | 6:59 pmK | 9:36pm | NONSTOP |
| Tampa/St. Petersburg | 9:55pmN | 1:15am | One-stop ${ }^{\circ}$ |
| WestPalmBeach | 9:10 $\mathrm{amK}_{\text {, }}$. | 11:50 am | NONSTOP |
| WestPalmBeach | 1:05pmL | $5: 48 \mathrm{pm}$ | One-stop |
| West Palm Beach | 4:55pmN | $7: 35 \mathrm{pm}$ | NONSTOP |
| WestPalmBeach | 6:30 pmK | 9:07pm | NONSTOP |
| WestPalmBeach | 9:00 pmL | 11:33pm | NONSTOP ${ }^{\circ}$ |




culture, small towns singte office trine an mena

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nin indenendents and conserv
ves who have
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## Carter Flies to California to Test Campaign Themes

Continued From Page 1, Col.

## in the

 there to vote for them," he| inatt spring. Democratic primaries $\mid$ where, his aides said, he in-|the right to operate in the




 said.
He said also that if the
Republicans run the personal
 and
 $\qquad$

PaPER HASCONNALLY Betty Ford Criticizes REJECTING G.O.P. JOB Nancy Reagan on E.R.A.

| DALLAS, Aug. 22 (UP) - John B. Connally declined a request by President Ford last week to become chairman of the Republican National Committee, The Dallas Times Herald reported today. Colo. said that suach an offer The newspaper said that perMr. Comnally during the Republican National Convention said the former retary believed it was too late to organize a winning cam- <br> paign. Connally, once a Demo- Mr. cratic governor of Texas, was reported to siee no chance for Mr. Ford to defeat Jimmv Carler in Novernber and does not want to be blamed for the loss. The rewspaper reported that Mr. Connaly will, as he said conventiga, spend the fall worklican congressmen. <br> One source quoted by. The Times Herald said that Mr Connally would have taken the had been asked 10 montbs earlier. |
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## Soviet Warships in Cuba

| In an interview with Time magazine. Betty Ford criticized Nancy Reargan for opposing the equal rights amendment, The Associated Press reported yesterday. <br> "I just think when Nancy met Ronnie that was it as far as her own life was con Ford as saying. "She just fell apart at Mrs seams. ting that the barbs of admitwere very difficule.for her to handle, told Time she disbody who defers to her husbank, She doesn't - make speeches, she said, but speaks out on the issues. <br> Nixon Said to Have Seen G.O.P. Conyention on TV <br> SAN CLEMENTE, Calif., Aug. 22 (AP) - A delegate to the lion who visited former President Richard M. Nixon yester- day says that Mr. Nixon apparently watched the entire convention on television. Jussef Galib. a civil |
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|  |  | EAVANA. Aus 22 (Reuters) who

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he ha re a six-day visit. The ships Nixon estate. here. His the tisit on another topic. Mr. Carter

cies in an areat heuat
been the hearlan
Republican Party.
s. $\left\lvert\, \begin{gathered}\text { Par } \\ \text { PAR } \\ \text { Carter } \\ \text { lisher } \\ \text { lint re } \\ \text { rem }\end{gathered}\right.$


National Airines, take me, Im yours." Thats what people are saying when they hear about our new Easy Come-Easy Go Fares.

The new discount fares that let you fly to Florida for $20 \%$ less during the day, without asking you to buy your ticket weeks in advance or stay for a minimum of seven days.

Things tike our Easy Come-Easy Go Fares are one reason three out of four of our passengers have flown us before.

## "When dol buy my ticket?"

Simply buy your ticket seven days before you leave. That's really just a few days in advance. But the number of Easy Come-Easy Go seats is limited, so act fast.
"How long do I have tostay?" You can fly home anytime the first

Monday that follows your departure date. That means, for instance you could fly to Florida on a Friday, enjoy the weekend, and return anytime Monday. Or return at your convenience within 30 days.

## "How much do the

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"Starting September 7 I can fly for 20\% less without booking so far ahead or staying so many days!"

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Critic＇s Notebook：G．O．P．
And Tanglewood in Tune











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## Dance：An Ailey Finale

 Donald McKayle＇s＇Games’ and＇Rainbow＇Provide Imagery，Passion and Drama


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 but this time Drury has shiited the time and place flom modern-day.Washington, D.C. Io Egypt in the 14h ceniory B.C..... He hascone a vas amount of researcn into the era, one or complewies, pomp and deca-dence, a time mucn like the 20 ih century... Drurys following of readers puthis past six book's on the bestseller lists. This excling look backward
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Drury has turned to one of ancient history s mosi fascinaiing eras,...
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## The Pulitzer Prize-winning author of 'Advise and Consent' recreates the

 struggle of the men. the isolated life of the court. the ceremonies and conticts that went wintively was a nearly absolute power wellresearched and imaginativected, A GOD AGAINST THE GODS portrays a culture and those who lived it."-Fublisiters Weekly



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# Ehedreu Horkeimes 






## Measured Response

Three days after North Korean guards bratally assauited and killed two American officers supervising a tree-pruning operation in the demilitarized zone, allied. had been obstructing the view of a United Nations ommand post This symholic gesture was backed hy a sbow of miliKorean interference and to evoke a belated apology of sorts from Pyongyang. It did not-as nothing couldof North Korea's calculated barharism. Nevertheless, the measured allied response drives home the essential mes-
sage that the United States will not be hullied or sage that the United States will not be hullied or therwise driven from fulfilling its role as guardan dditilonal loss of life and without unnecessarily exascerbating an already tense situation.
The incident of the tree strongly reinforces the conlusion reached by last week's nonaligned conieren Colombo that a "grave" threat of new confict exis-
in Korea. But the evidence in no way supports the conference's incredibly myopic conclusion that the provocaion is all on the allied side and that the danger of war would be removed by dissolution of the United
On the contrary, Pyongyang's latest hrute display of unpredictable aggressiveness underscores the continuing need for a strong and patient United States presence,
preferahly under United Nations auspices, until North Korea's leaders abandon their persistent dream of military conques
settiement.

Armored Breakthrough
After a quarter-century of efforts to standardize
weapons, the 12 NATO armies in Europe still have 13 weapons, the 12 NATO armies in Europe stiul have 13
kinds of close-range weapons, 6 short-range missiles 7 medium-range missiles and 5 long-range missiles. A
sea, Nato navies employ 36 types of radar. 8 kinds of sea, NATO nnvies employ 36 types of radar. 8 kinds of
surface-to-air missiles and 40 varieties of heavy guns. NATO's former Supreme Commander, Gen. Andrew tion could save the NATO nations $\$ 12$ bllion a year and lift effectiveness 30 percent. But arms orders in the billions have proven to be too lucrative a source of
profit and too susceptlhle to national political influences profit and too susceptlhle to national political in
for the adoption of common weapons systems.
The six national armies stationed in Germany cannot often use different grammun of fuel. The United States, wbicl bas talked the most about collective defense, ha often done the least, except when American arms, sucb as last year's $\$ 2$ billion worth of F-16 fighters, have been
sold to the allies. sold to the allies.
It is against the
the country should evaluate the campaign just opened hy tbe United States Army, its arms suppliers and their allies on Capitol Hill against the new effort by Defense Secreary Rumstela Leber to standardize the key components that will dominate logistical support for the main bottle tank the two countries are developing for tbe 1980's.
Competitive trials of a new American tank against
Germany's projected Leopard II are still scheduled for this fall under a 1974 agreement. But it has become increasingly clear-with 10,000 NATO tanks due to be
replaced at a cost of $\$ 10$ billion-that neither country which proved superior. On Army urging, Congress
already had voted funds for
alters. already had voted funds for expensive advance

## before the drials.

Instead, Mr. Rumsfeld now has postponed the choice
betwcen two competing American tanks. He has sent their developers-General Motors and Chrysler-back to major components that he and Mr. Leber have agreed wimmediatelymon such as tracks, fasteners, wheels an advanced sighting devices. an American turbine engine and Germans to adop and for the United States to huy a turret which could accept the German 120 mm . gun. when it ia ready, to standardization of ammuntion fuel and most will mean when the enine and guns have been devetoped Eventu ally, little more than the hull and turret designs may remain "national
Production of a new tank, 13 years in development,
is urgent to match is urgent to match Russia's new model. But whether
there now is to be a further delay of four months, as the Pentagon claims. or ten months, as opponents insist it will be well worth waiting to achieve this degree of standardization. The tank is as central to the Army's one is planned for use canto the 2 to the Navy's. and this

## Behind the Debates

President Ford has dramatically announced his readiaess to debate his opponent on television, and Jimmy stands in the way of the first series of TV debates in history between an incumbent President and a challenger from the opposing party. In the memorable broadcasting debates hetween John F. Kennedy and Richard M. Nixon National coverage of those debates was made possibe when Congress enacted legislation exempting the stations rom complying with Section 315 of the Federal Communications Act, requiring "equal time" for all candi-
oates including those from minority parties. The network

## basis, and all the stations can tima

 aneousily in prime evening timeAssons: No occupant of the White House panted to two exposure to a rival, and Congress was discouraged from suspending Section 315 again During the 1976 national campaign, however, a change was made in the interpreta-
tion of the law, permiting TV coverage of debates as network studios-without being suhjected to requests nor "equal time" from minority candidates. The League of women Voters' Education Fund is now
preparing just such a series of four hours (one for preparing just such a series of four hours (one for the
Vice-Presidential rivals), and the networks have expressed willingness to carry the debates in prime time. The format will include face-to-face encounters and, in all likelihood, reserve a portion of time for quetiong b outside authorities in various flelds. the debate. But this mucb is certain: If the issues emerg with great clarity, the voting public will be the real

Complacency on Oil
1985 Ples of American eaergy independence hy 1980 or three years ago as the country reeled under the than 0 and long lines at gas station hriefly hecame a daily trial for millions of Americans. With the embargo and empty gas pumps only fading United States is more dependent than evers on Midd United States is more dependent than ever on Middj Middle East oil embargo threats. The situation is ikely to get worse as the current husiness recovery continues This nation's heavy dependence on imported oil emerge from these statistics: In the first balf of 1976 the United
States consumed a daily average of about 16.9 million states consumed a daily average of about 16.9 millio cent of it, imported crude and refined oil, In June alone, a 34 percent increase in oil lmports was the ke.
factor In the creation of a balanco-of-rrade deficit, fol factor $\ln$ the creation of a balance-or-
lowing the previous month's surplus.
 clearly from the latest statistics on crude oil imports in the first half of 1976, Saudl Arahla passed Venezuela as the chlef source of this country's crude oil. In the same time span, imports of Arab crude oul increase a milion barrels a day over the same period in 1975 , as against only 29 per cent a year earlier.
Tbese statistics add up to the disconcerting message that a sudden closing of the arab oil faucets could produce major economic damage in this country within rose in response to the energy shortfall
The inescapahle conclusion from such figures is tba the United States today is exceedingly vulnerable to oi embargo threats. The situation clearly does not justify the current mood of public and official complacency Democratic-controlled Congress has been willing to con front the facts with measures to stimulate conservation and to encourage the search for energy substitutes for oil into the future any lessening of America's dependence. on unreliable and politically volatile sources of energy. the American economy that constitutes a political as well as economic threat

## A Widow's Plight

The poignant plight of Sus McCready, a Danish immi-
grant whose bushand was murdered wbile his application or permanent resident status for her was pending, threw gigh on hureaucraic problems tbat cause great pain to States. When Mrs. McCready's husband was murdered in the
trreets of Greenwich Village last June, the application treets of Greenwich Village last June, the application or permanent residence, hased upon that marriage, had
been pending for months with the Immieration and Naturalization Service. Now, two months after the murder, her turn has come and she is to be interviewed about the applicaion tomorrow. But, she is now no face deportation because, in the words and so she may she has to be eligible on the day of the interview, no The dNS sbe applies.
The I.N.S. spokesman did acknowledge a hureaucratic capacity for some humanitarianism, hut not much. He
suggested that deportation might be delayed until such time as Mrs. McCready got her grief in hand. In fact a couple of Federal appellate court decisions suggest hat wbere there has been a suhstantial delay in processing such an application and the spouse dies, the petition rom their initial responses, the bureaucrats in. But seem unimpressed with those precedents.
One major problem in the Immigration Service is
allocatlon of manpower. In the last two years, the alocation of manpower. In the last two years, the errice has put a high priority on pursuing illegal aliens has resulted in decreasing the manpower available for service activities and in the kind of delay that Mrs. It
It happens that Mrs. McCready is an affecting, re-
sourceful person who has a lawyer and for Congressman is woon to in alroduce a private for whom a chus possible that even if the bureaucracy remains unyielding in her case, an ugly outcome will be averted ut there are chousands of others who are not attracive young widows and whose cases are never made isibie by the light of publicity, If the service cannot find
umanitarianism in its statutes and regulations, it can at least redeploy its personnel in ways that will decrease delay and uncertainty in the lives over which it uielơs

## Letters to the Editor



Harsh Tow-Away Penalties
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Abortion and Medica


The Silly Predictions
To the Editor:
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For Toughness on Young Criminals


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that, five years later, one had under-
estimated the chances of he vieminh
and Vo Nguyen Giap to make the tran"two" wars of the viemamest revolo- forged by an extremely delicate opera-
tion against western emprise were tion.
spiritualys more than we spiritually, more than we believed a
single struggle that dates from 1945 . single strugsie that dates from 1945 . pauses, tacticial withdrawask , migratese
adaptations, but the movement from adaptations, but the movement, from
1945 to 197, was always in the same
diretion fom 1dis to $19 \%$, was always in the same
direction from the mountains on the
Chinese border to the Mekong delta What is the evidence? The American
strategists treated us as "romantics" when we finsisted that their basic ord-
versary was to be found in the Southern maquis of Cu Chi and $U$ Minh. The systematic extermination of the South
emners' organization in the end lett the erners' organization in the end left the
thead of the revoution-as happented
with the French Resistance in World War II and the Aigerian National
Liberation Front - gutside the area where the land struggie took place. At
the end of the French Resistance and the Algerian Revolution, the decisive
force was De Gaulle rather than Ravane, Houari Boumedienne rather
tban the participants in the Soummam van the participanats in the soummam
Valley Coogress. In Vietnam, It was $L e$ Duan rather than Nguyen Hur Tho.
But why shoud we distinguish the
struggle of the vietn 2mese against the struggie of the vietn mese against the
foreign invader and those who con-
sciously or otrerwise, served his loteresss? Why worry about Northemers
and Southerners? The synthesis is being

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Jean Lacouture
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## A Bittersweet Journey to Vietnam

## The Homelite story: how private enterprise creates a whole new market and the jobs that go with it.



Back in the thirties Homelite was little company making small generators a little company making small gen for farmers. During Worid War il, it made themfor the armed forces-and the payroll grew to 1,800 . But when th for generators.

## Awhole new business

The company knew a lot about making small, lightweight engines. What needed anew use for them. And it found one. Chain saws. Back then hey weighed up to 100 pounds and took wo men to operate. The first on omelite made was a one-man design that eughed 38 pounds

Lumbermen liked it-and Homelite was on its way. But right from he start there was competition. To ge ahead of it, the company kept making
chain saws lighter, quieter, safer, with les


In 1963 Homelite introduced 16 pounds-and it changed the industry Today the lightest model weighs 8 pounds. The market range rom professional loggers, to larmer their backrards And there are mor han 000 people 1 Homelite Division of Textron

But no market grows foreve Which is why Homelite has built a new research and engineering center, odevelop new products and more e future.
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American branch that's best for you.
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News Summary and Index
The Major Events of the Day



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## Quotation of the Day

## "It uas n nood thing thot no big incident occurred




Health and Science .
Federal cost-control plan on
drues to begin sonil. Page II

| ices of bonds are drifting downwards. Page 35 | on to hear the cabbies exchange good-humored gibes with bus drivers and slighty |
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| Rise in drixing costs laid to | ribald stories with fligbt at- |
| cars, not fuel. Page 35 |  |
| Personai Finance: Closed-end funds. Page 35 |  |
| Washington: Setting product |  |
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| Federation Cup tennis opens without boycott page 31 | To U.S. Buyer Vetoed |
| Jets get song to go with first victory Page 31 | 10 The Mex Yort |
| Massengale wins by 2 sbots in Harford golf Page 31 | PARIS. Aug. 22 - The French Government has ve- |
| Vilas ousts Fillol in Canada by 6-3, 7-6. Page 32 | toed the sale to an American company of one of the best |
| $\begin{array}{cc}\begin{array}{c}\text { Fan sporls Dancer's moment } \\ \text { of victory. }\end{array} & \text { Page } 32\end{array}$ | teau Margaux The vineyard |
| Late Vikings' score defeats | deaus are |
| Bengals, 23-17. Page 32 | the right |
| Vesper eight takes national | aleaus with the rig wine under the |
| Roundup: Jackson nits slam as Orioies split. Page 33 | label of premier <br> -great first-class vintage |
| Editorials and Comment | the Ginestets, owns Chateau |
| Editorials and Letters. Page 22 | Last April they |
| Anthony Lewis assays the Republicans platiorm. Page 23 | tentative agreement witb the National Distillers and Chem- |
| Jean Lacoutre: reunificalion | ical corporation. which was |
|  |  |
| Alan Wertheimer proposes mandatory voting. Page 23 | Under French law, transfers of more than 20 percent |
| Issue and Debate |  |
| Con |  |
| plan assessed. Page 37 | mance Ministry. |

Kubitschek, Ex-President WILLIAM GEBR SR. Gina Bachauer, 63, Piano Virtuoso, Dies

Of Brazil, Dies in Crash


Before Concert Appearance in Athens
 program, increase electrical
otuotut huidd roadid and over-
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 resources.
Mr Kubitschek was born
Diamantina in the central stat
of Minas Gerais on Sept 12


## Fortune and Life Official, —With 'March of Time' <br>    WV=ㄴu゙w  <br> 



A Pianist With Power
An Unknown in the U.S. Until 1950, Gina Bachauer Electrified Audiences


## Ophthalmologist, Was 84

Dr. Parker P. Heath, emeritus professor of clinical ophthal
mology at Harvard and
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 ELEVELAND, Aug 22 (AP) to convicied of murdering his

## Minnesota Forest Fire RAND MARAIS, Kirn., Aug (eA) The United Stat

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Panel, Citing Racism and Harassment, Calls Comstock Prison 'Volatile' Metropolitan Briefs




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Bicycle Check-Up Draws Big Wheels To Central Park
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To
nants being given away
350 cyclists, "I want a flag
350 cyclists, "II want a flag."
Lisa Mon
old beh bike bike. Actually, it was her brocher's, but he prefers their oeiphbur' he prefers
thispeed iob.
bike doesn't have
brakes." said Lisa, demo
strating the dysuction.
paul Pal Chierico, Richard
Cohen and Doreen Gaw, who
work for the Kissena Cycling

Club, were tirelessly testing
front and rear wheel treads front and rear wbeel treads,
bearings, alignment, brake
effectiveness effectiveness, gear chaiks,
handlebars, seat heights, handlebars, seat heights, foot
pedals, frame, reflectors and accessories
New York New York City policemen
wwere supposed to te bon band
to register bicycles wish thei were sypposed to be in band
to register bicycles with their
owners in case of thett owners in case of theft. How-
ever. they never appeared-
on foot. ever. they never appeared-
on foot, horseback, or bi-
cycle.

Baby Falls to His Death in Harlem A 20-month-old child fell to his death from a broken
window in his 1 Ith-floor Harlem apartment yesteriay, the
police reported. The child, identified as carl Jones, crawited througb the broken lower portion of a window in the apart-

 through the broken portion
Man Arrested in Killing of Officer
 robbery in which a Newark police officer was kififie
eartier this month. Ted Rosack, special agent in charge of the Denver office of the Fenderal Bureau of Investigatioi
aaid Allen R. Roller of Staten 1 Island was taken into cusiody
 was purchasing an airline ticket for Gillette. Wyo. Mit.
Rosack siad Mr. Roller, who was unarned when apre

 Check Cashing Agency in Kearny. He surprised the wtyo
gunmen who bad just robbed the apency of siolioneftet
shooting officer Soow, the suspects reached inside his
 transported from
and fied in a car.
Barge 'Gas' Tank Ruptures in River A storage tank aboard a barge carrying 16.000 barrers
of gasoline ruptured in the East River, critically injuring one crewman, iut none of the fuel spiiled intically ine waurieg,
the Coast Guand said. A Coast Guard spokesman said that the Coast Guard sad. A Coast Guard spokesman said that
there bad been "minor reakag within the earge,." hut thitit
no gasoline had spilled into the river. The barge, being no oasoline had spilled into the river. The barge, beivig
hauled by a tugboat, continued its iourrey to to desinia-
tion in Eastchester, the Coast Guard said. Jant Spring 23 . tion in Eastchester, the Coast tuard said. Jan Spring, 23
years old, a crewman on be brare, was overome by asoi line fumes from the leak and was tak
.Fire Department boat, officials said.
Nude Body Found in Lake Identifiea Detectives of the 10th Homicide Squad in Broobstyng
said the woman whose nude body was found in Prospect said the woman whose nude body was 2 -year-old Therecsia
Park Lake Sunday morning wast that oz
Masi of 55 Occan Parkway, adjacent to the park ithey Masi of 55 Ocean Parkway, adjacent to the p
reported that the victim, an unemployed wa
clerk, had been identified by ber parents.
From the Police Blotter:
A 50 -year-old patron in a neighborhood har at $1490-05$
Union Turnpike, Flushing. Queens was shot to death during an attempted robbery by one of three meo carrying 7 a shotgin when he apparently accidentally currping bia
gunman as he raised his hands to his head. He was ideriti gunman as he raised his hands to his head. He was idenith
fied John Hagan of $144-20$ Village Road. ... $\mathrm{EA}_{\mathrm{A}}-29$ year-old Bronx man was found shot to death on Sedgwick Avenue behind the New York University Hall of Fimie.
The victim, Robert Alston, who lived in the area at $17 z \mathrm{z}$ The viction, Robert Alston, who lived in the area at lity
Popham Avenue had $\$ 1+0$ in his pocket He had an arrest
record for possession of narctics record for possession of narcotics and a gun … 4 A 54, rear-old Brooklyn man was shot fatally and a friend was
wounded by a man with a sbotgun and unother with:a pistol who apparently athempted to rob them as they:
were leaving 1216 St. Johns Place in the Bedford-Stur::


## Last Day of Camp: A Sentimental Farewell to Summer





Dan Herbert, left, prepares to take his leave of Priscilla, the pig. Right, Ricky Kalb in farewell
performance of glassblowing. Below, Cathy Bigelow waters plants for sale at festival; Larry Nast with his sculpture, Relactant Jourrey

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Part of the dispiay at the Zen Oriental Book Store on Fifth Avenue
An Oriental Addition to Fifth Avenue
by lawrence van gelder by Lawrence van gelder

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This is a place that caters cals, Tarzan books, oz books
 on ariation, veapons, uni-
forms, war games. nayal mal-
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motorAlso on hand are minia-
tures for war
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DE GUSTIBUS

## Heated Debate Over Kitchen Gramma <br>  <br>  <br>  <br> 



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"Many y
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lemon cream with paper thin. Have checked
lemen first
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it was a newspaper
Is here a newspaper recipe
a copy??
Lemon lotus ice creand
4 lemons. $\frac{2}{4}$ lemons.
2 cups sugor
cups Itwo
holf
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cups milh.

1. Trim off and discard
the ends of onf and discard
Cut the lemon into ihin linstins.
Remove the seeds from the
slices and eut the slices in
half
It orccmble hall-mons.
Squecze the remaining

slicing and and. Add the lemon
two hours

2. Combine te ercam and
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THE NEW YORK Times.

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Shane's Hydroplane Wins 7-512 Jump Red Bank Race by 2 Feet By Wszola


 the Governor's Cup invitation. Noristowo, Pa., and Jim
race of the 37th annual Iast
Pointe national sweepstakes - in the 225 -cubic inch, hydro
fagtory retall outher
Seeing is believing! Beautifully grained Walnut and Teak wood $\cdot$ Precision engineering. Finest quality. One sisit will make you a believer!
 (1)


${ }^{32}$ ilas Faces Fibak InCanadian Final
TORONTO, Aug. 22 (UPI) Fillol of Chile, who Fillo, of Chile, who played
unaware of a death threat
against him and against him, and Woitick Fairlie of New Zealand todyy in the semifinals of the
$\$ 155,000$ Canndian open tennis championships.
Vilas defeated
Fillol,
6.3, Vilas defeated Fillol, 6,3,
7-6, to set up tomnow,
final againt Fibak who
easily
defeated 6-3.
A heary police guard sur
romided Filloh his wife and two. smahl childranen, and ess
corted them hack to thir
hotel atter the match. The holice said a ticket booth a
the tournament the tournament at York Uni
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 Davies said a half dozen
police officers plus the cam
pus security pus security force were alert
eor immediately and searhed
or a bomh under the stands for a bomm under the stands
where some 5.000 pectators
watched the match. No bormh was frunc. "Since he [Fillol] was the
orly Chilean there, we took
the precaution of esconting the precaution of ercorting
him and his fanily back to
the hitel," Davies said. Last year, during the Davis cup competitina in Stock-
holm. Filln was the target
of letist hreats and protests because of his antereg alchile
gilite to shid after the match hat he had no be been in-
formed of hreat befine
oing to center court against In his contest with Vilas, ins fourth consecute 2 -hear
this year against the 24 -yar
old Argentioian star. Manson Wins 21's Bruce Mason of $\mathrm{Los} \mathrm{An}-$
geles defeated Bill Maze of
ornda, Calif.,
$6-4$,
$6-4,6-3$, to capture the. Unitite St States
Tennis Association-ManuacTennis Association-Manufac.
turers Han over 2l-andouder
national ment's championshlp national men's championshlp
yesterdy at at the Columbia In the women's final, Barhara Nalquist of Arcadia,
Calite took just 45 mintites
to defeat Sheila Mcinerney Greyhound BestinField Onimasom By Waiter r. Fletcher Great and white Wreytound, Ch.
Grevy Roc Whined
riumphed today near the ski

 Minhele Billings of Fort
Lauderdale, Fla, Hon named
Vickie, as the called, hest of 1,303 dogs,
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| Miss Guedy Advances Spected to The diew Fort rimes |  |
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| defeated Jackie Fayt |  |
| In men's qualifying, Alvin |  |
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| Jets' Statistics |  |
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The Jetso Ed Marinare about to be hanled down by the Oilers' Steve Kiner (5scoived Prass and Ted
Jets Get Song for Their First Victory

| Namath, though, is $n$ on the field and pro fumbled the snap that shoved into his handsoon by Darrell Austin jumped the play, an the ball close enough 35 -yard field-goal attem Skip Butler, but it was ing. "I didn't say anythi |
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## Vesper Eight Captures <br> National RowingCrown





## Dancer's Moment of Victory Spoiled by a Fan at Ra




## Politics of Water Grips All in West

by Grace luchtenstein

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A Relative of Betty Ford Says She Lost $\$ 60,000$ in Court Fight


The South Platte River abour a halt mile down rive from downtow Devver. The need
of the growing city for mane water is affecting residents both north and south n fit it

Schools in Dallas District to Open Toda With Extensive Desegregation Progran







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# How to tell a Mercedes-Benz 450SEL from all the rest. 







TIME this year has received more awards for editorial excellence than any other magazine.


## Advertising

A Small Agency's Big Struggle

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## When Newsweek plus Time can get you better ratings than the Summer Olympics did, it's time to question your all-TV schedule.

From July 18 to August 1, the average prime time Summer Olympics telecast was TV's top rated program. It did even better than the Winter Olympics. But-
A combination of Newsweek plus Time gets a higher rating every week than either the Summer or the Winter Olympics and, in fact, higher than practically every televised sporting event.

Newsweek alone has a rating of 19.4 (men 18 to 49) - better than ABC's Wide World of Sports, NBA Basketball and CBS Sports Spectacular combined.

Add Time and you get a gross rating of 38.4. To beat that you'd have to biy the World Series!

Unbelievable? Have your media department check it out.

Today, with TV's soaring costs and limited availabilities, a TV/magazine mix that includes the newsweeklies makes better sense than ever.

The newsweeklies can give you the same kind of ratingsyou expect from TV, at a lower cost per thousand. And that means more gross rating points for your money.

But that's not all. With magazines like Newsweek, you reach more of the people W.R. Simmons refers to as the "Magazine Imperatives""-the $33.4 \%$ of all adults who are heavy magazine readers and relatively light viewers of TV.

They include $45 \%$ of all men 18 to $49,54 \%$ of the men with household incomes of over $\$ 20,000$ and almost half of all professional/managerial men.
"Magazine Imperatives" account for $51 \%$ of the total volume of air travel. They also account for $43.6 \%$ of the new cars purchased by men, $53.5 \%$ of the radial tires, and almost half of all the table wine. They even drink $38.1 \%$ of the beer.

It becomes obvious that an all-TV advertising schedule can miss a major segment of your market. Your Newsweek rep can show you how-without increasing your budget - you can be more effective against your target audience by shifting a portion of your TV dollars to magazines.

A Newsweek/TV mix. Now there's a gold medal winner.

Law Firm of Ruckelshaus, Ex-Head of E.P.A., Made 178 Contacts With Agency for Clients in 18 Mont










The contacts with the agency by Mr. Ruckestshas and other
members of his firm for such
cientis as the vinyl cbloride in-

 of the American Bar Associa. were those who had problems




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Questions Asked

## The questions beioged asked ar



## Mouses




 Mr. Ruckelshaus went to the three years later.:


Jobless Aid is Going to Many Who Evade Employment




















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## Television Review

 Appears on Page 18.Relieves Tormenting Rectal Pain \& Itch Of Hemorrhoidal Tissues



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SHIP YOUR CAR! AACON AUTO All Gos Poin:

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## ( <br> Before these Sesth African children see the benefinits of civil rights they may see the horrors of divill war

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a bayonet
This week on Channel 7 Roger Grimsby takes a close look at looth sides that question.
He talks to black and white. Leade and led. Military and militant.

Watch "Roger Grimsby in South. Africa" and decide for yourself whethet it's a country headed for peaceful
evolution

Or bloody revolution.
uRoger Crimshy in sosut Ririca"




THS WEEK, "93" PICKS UP AUGUST WTHH A WEEKLONG
AR OF EXHIARATING TV FARE 'TONUEHT, WELL DE DRINGING YOU...

7:30 PM (MON-FRI.) NINDEPTHVEW OF ONEMAJORNEWSSTORY.

8:00 PM THE END OF THE GAME
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## FOR ALI GREAT METROPOMEANFITS!

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Television








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## The Magnificent Seven

You'd like to see your advertising running in TIME, but you're afraid your budget can't afford it? Not to worry. Within TIME's peerless array of advertising availabilities there's bound to be an edition or combination that suits your pocketbook as nicely as it matches your market.

Shopthis page, for example. Each of these seven TIME editions has a different purpose and price, and one could be just what your marketing plan ordered. If not, call your TIME representative. He'll help you find the right coverage among. 295 other TIME availabilities.

A nice bonus: whether you choose to run Worldwide (circulation: $5,340,000$ ) or in Palm Springs, California (circulation: 3,400), the editorial environment is still TIME, The Weekly Newsmagazine.


5TIMEE $B+$ An ultra-high demographic edition that's actually a combination of TIME B, TIME Doctor's and newsstand copies (those excellent national vehicle for such diverse big ticket items as a $\$ 14,000$ automobile, or a luxury vacation package or a new generation office copier.

Circulation: $1,960,000 \quad$ B\&W page rate: $\$ 22,015$

5TIME College Student TIME is by far the best read, most liked news magazine on college campuses. This edition enables you to cover the college crowd on campus from September through May. Apparel, stereo equipment, typewriters, books and reading lamps can make excellent use of TTME College Student. So can beverages, travel packages, bicycles and motorcycles. Circulation: 500,000 B\&W page rate: $\mathbf{S 6 , 5 6 0}$


3TIME $\boldsymbol{B}$ The famous edition that circulates TIME $\boldsymbol{B}$ The famous edition that circulates
to more businessmen coast to coast than the to more businessmen coast to coast than the
Wall Street Joumal or the traditional business magazines. And with a cpm that's $\$ 2.45$ below the next best, TIME $B$ is an outstandingly efficient way to get broad coverage at all management levels of the business community

Circulation: 1,550,000 B\&W page rate: $\$ 17,420$


\%MME Top Management The only maga ine advertising edition in the U.S. that circuates exclusively to top management. TIME Top Management's page rate is considerably below that of other "management oriented" media, and its top management circulation is bigger than any of theirs-which makes TTME Top Management by far the most efficient way to deliver a message to the top. Circulation: $300,000 \quad$ B\&W page rate: $\$ 6,990$


TIME Big-time We call it that because it goes to the Big-time, 30 of the most important markets's share of wine or air conditioner sales; reign car registrations and airline passenger miles. TIME Big-time is priced near the smaller news magazines, but its circulation in these crucial markets is a million higher than any of theirs. Circulation: 2,700,000 . B\&W page rate: $\$ 23,005$


$\%$TIME Doctors Consider the exceptional demographics of subscribers to this edition $98 \%$ are mes $\$ 60,00^{\circ}$ gir average income seas and $98 \%$ own at least one $94 \%$ have traveled over an outstanding market ne automobile. Obviously office equipment butfor the entire professional and products. Circulation: 135,000


THME. Where innovation is nothing new.


[^0]:    Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Healh

